

Rebecca Ostrich

UX Designer and Educator



rlostrich@gmail.com
rebeccaostrich.com

UX Design and Coding Experience

U.S. News & World Report

Washington, DC

Senior UX & Product Designer | 2022–present

Web Designer | 2016–2022

- Work as in-house designer for news and information site with over 40 million monthly views
- Lead design for Autos, Travel, Money, and 360 Reviews, resulting in increased SEO, revenue, and page views
- Build company's first comprehensive design system to improve brand consistency and efficiency across the site
- Collaborate with product managers, developers, and SEO analysts to develop and implement new site features
- Conduct user tests, interviews, A/B tests, and heat map tests in order to identify user goals and pain points
- Cofounded accessibility team to address areas of improvement, including color contrast, keyboard and screen reader navigation, and reduced motion settings

General Assembly

Washington, DC | 2016–2021

Teaching Assistant for Front End Web Development

- Teach 10-week evening course to adults that covers the fundamentals of coding in HTML, CSS, and JavaScript
- Work with students both in and out of class to help them understand the material and troubleshoot assignments
- Lead lessons on topics including responsive coding, CSS layout, and keyframe animation

Workshop Instructor

- Teach evening and weekend workshops to introduce beginners to HTML and CSS coding

Other Work Experience

American Girl Place

New York, NY | 2009–2014

Senior Sales Associate at Mattel flagship store

- Used extensive knowledge of toy industry trends and the American Girl brand and products to guide guests
- Trained employees in products and branding guidelines

Tech Skills

Figma	HTML
Sketch	CSS
Photoshop	JavaScript
InDesign	React
Illustrator	Optimizely

Speaker

I have given talks on the U.S. News & World Report design system at:

World IA Day DC | 2021

Sketch Meetup | 2020

Education

General Assembly

Washington, DC

React Development Course | 2019

JavaScript Development Course | 2016

User Experience Design Immersive | 2015

Digital Marketing Course | 2014

Harvard Graduate School of Education

Cambridge, MA | 2007

EdM, Human Development and Psychology

Tulane University

New Orleans, LA | 2006

BA, Psychology and French

Phi Beta Kappa, summa cum laude

Bragging Rights

Washington Post Peeps Diorama Contest

Semifinalist | 2013, 2014, 2015